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1948

J. H. SHIVERS
PLANT FARMS

On Maryland's Eastern Shore At

ALLEN • • MARYLAND

CATALOG AND



PLANTING GUIDE

1948 *G*reetings

The Season's Greetings to all of our friends and customers coupled with the wish that our 1947 plants were profitable and their growth and yield in keeping with your expectations.

Strawberry plant cultivation has its many uncertainties - therefore, our continued wishes for your success.

The prospects for 1948 indicate fewer plants—generally on account of dry weather. A survey of our fields leads us to believe there will be no appreciable let down in quality combined with more extensive cultivation to anticipate any shortages.

It is always advisable, however, to place your orders as soon as possible, thus giving us some discretion in shipping and eliminating any traffic jams here at the shipping sheds.

Remember, anytime you are near Allen or Salisbury, you are heartily welcome to visit us at the Shivers Farms.

Cordially,

Jay H. Shivers.

MY AGREEMENT TO YOU

I sell by catalog only, and to everyone at the same price, filling all orders with the same high-grade stock. Strawberry plants frequently can be shipped during warm spells in winter, and after March first in unlimited quantities. From then until May 1st, I am busy every day filling orders for customers. The earlier you secure your plants the more certain is your success with them. All orders shipped after May 1st are at purchaser's risk.

I SHIP OUT ONLY FRESH DUG PLANTS, in slatted crates with plenty of damp moss. We guarantee all these plants, shipped out before May 1st to reach you in good condition. If for any reason they do not, notify us at once, so we can refill your order. All claims must be made upon receipt of plants. We cannot be responsible for any plants after they have been received in good condition. If for any reason you refuse plants, have the Express Agent to mark reason on shipping receipt and send to us.

TRUE-TO-NAME: I use every precaution to have my plants true to name, and if any should prove otherwise I will replace it, but in no case will I be responsible for any sum greater than that paid for the plants.

REFERENCES: My best references are the many satisfied customers, who have entrusted me with their orders. For bank references kindly write the Farmers & Merchants Bank, Salisbury, Md., or the Bank of Somerset, Princess Anne, Md. Enclose stamp for reply.

References

If you can fill order within 5 days, do so. Otherwise cancel order and return money. The plants which I received from you last year were very nice.
March 24, 1947 G. E. Beckwith Jackson Co., W. Va.

—o—

Received the shipment of strawberry plants sent March 29, in satisfactory condition. Thank you!
April 3, 1947 Jacob C. Heitman Crawford Co., Mo.

STRAWBERRY CULTURE

The strawberry is grown in nearly every section of the United States, in parts of Canada and even in Alaska. It is adapted to a wider range of soil and climate conditions than most small fruits. The crop is produced on large acreages for commercial purposes, while the "Strawberry Bed" forms a part of every well kept home garden.

PLANTING GUIDE

In this limited space I will give suggestions for the most necessary details for successful strawberry growing. You may get more information by writing us or from the U. S. Department of Agriculture, at Washington, D. C., who will, upon request, send you bulletins on strawberry culture, free and postpaid. A strawberry grower should take this means of keeping in touch with the newer developments and methods being employed in present day strawberry culture.

SOILS. Practically any soil that will grow good field crops will grow good berries—good rich, sandy loam preferred. All kinds of fruit plants demand that the soil be able to hold moisture well, and at the same time drain easily. Excellent results are secured on both sandy and clay types of soil under the proper cultural management. Any soil selected for strawberry growing should be well provided with organic matter as this tends to prevent heaving out of plants in winter and enables the crop to withstand the droughts of summer. Even the extreme types of soils including sandy, gravelly or stiff clays can be made to produce profitable crops of berries where the land is well improved by the addition of organic matter and the proper fertilizers applied.

Organic matter in the form of legume crops, manure or sod should be turned under far enough in advance of planting to allow it to become decomposed in the soil.

SOIL PREPARATION: Soil for setting strawberry plants should be plowed deeply and harrowed until it is loose and level. I like fall plowing as it allows the soil to settle and turned under vegetable matter to decay. Spring plowing is all right, but fall plowing is better when possible. The land should be thoroughly harrowed in spring, followed with a culti-packer or roller to preserve moisture after planting. It is best to plant some cover crop such as oats or rye which is to be plowed under except in the case of sod land which should be left rough over winter to kill the white grub.

Several weeks before planting, the cover crop should be turned under or rough land disced thoroughly. A week or ten days before the plants are set, the final preparation of the plant bed should be made at which time the fertilizer should be applied.

Stable manures are the best fertilizers I have found. They not only furnish the necessary plant food, but also make the heavier soils of finer texture, and the light sandy soils of greater water holding capacity. This may be applied in the fall and plowed in or spread on land after plowing and worked in the soil, well. The best results I have ever obtained is by opening the rows and putting some fine manure in the row during the winter.

However, if coarse manure is not convenient you can get very good results from commercial fertilizer. A mixture composed of 1,500 pounds dissolved bone and 500 pounds super phosphate. The analysis of this mixture

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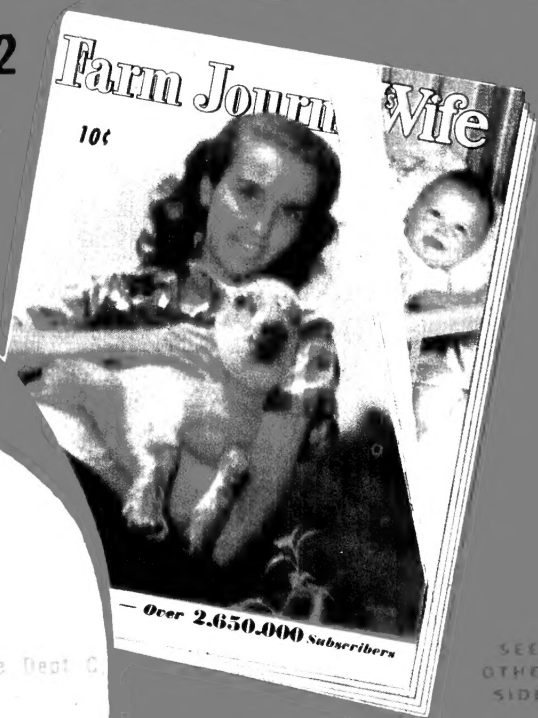
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Mail this Coupon today with remittance (at our risk), direct to Farm Journal and Farmer's Wife, Dept. C., Philadelphia 5, Pa.

Recommended by

J. H. SHIVERS PLANT FARMS

IF YOU ARE NOW A SUBSCRIBER. YOU MAY MAIL OR GIVE THIS VALUABLE COUPON TO A FRIEND WHO IS NOT.

is about 3-10-0. Use about 500 or 600 pounds of this per acre in the drill before the plants are set, or alongside of the plants, and thoroughly work in with hoe or cultivator soon after setting the plants. Where applied in the drill, it should be worked in thoroughly, going at least twice in each row with a horse and cultivator to mix it in. If applied broadcast, 1,000 pounds or more per acre of this mixture thoroughly harrowed in before the plants are set, can be used without injury and possibly to advantage. If this amount is to be used, however, I would much prefer to put five or six hundred pounds in the drill and use the balance as a side dressing in late summer. I have used as much as 700 pounds without injury, but have seen severe injury from 1,000 pounds in the drill, not thoroughly mixed with the soil. In no case should nitrate or potash salts ever be used in any mixture drilled under the plants. Contact of any of these materials with the roots will surely burn them. In the past many thousands of plants have been killed by such methods. As a top dressing to be used in late summer, or in early spring before growth starts, I have seen 6-8-6 and 5-10-5 fertilizer give excellent results. In a very dry season on very light soil, I have seen fertilizer applied in early spring cut down the yield by producing a heavy growth of foliage which sucked out the scanty supply of moisture.

WHEN TO PLANT

The best time to plant is sometime during March or April, or as soon as the ground can be made ready for planting. Order your plants as early as possible; plants set early start quicker and make a more vigorous growth of plants. I begin shipping during warm spells in winter, and after March first in unlimited quantities.

Many inquiries come in regards to planting in August. Plants at that season of the year are not matured enough to permit digging or shipping without too much waste. Therefore, spring is the most natural and successful time for planting .

METHOD OF SETTING

There are many methods of setting strawberry plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed and to pack the dirt firmly around the roots. This done, there is little choice as to the method of doing it.

SETTING THE PLANTS

We recommend setting the plants in rows $3\frac{1}{2}$ to 4 feet apart, or even as much as $4\frac{1}{2}$ feet, if the soil is very fertile. The plants should be set 15 to 24 inches apart in the row, depending on the varieties set, the width of the rows themselves and the fertility of the land. Free growing varieties like Dunlap, Missionary and Blakemore which make large numbers of plants should be set farther apart than varieties like Chesapeake, Lupton and others that make larger plants, and not so many of them. When set in rows 3 feet 8 inches apart and spaced 18 to 20 inches apart in the row, it requires about 8,000 plants per acre.

CULTIVATION: The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted in strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured.

VARIETIES: The selection of varieties should be governed by the local conditions and the demand of the markets to be furnished. Information is available from your State Agricultural Experiment Station, local growers or County Agent. Some varieties are very popular in the South, while other varieties are more popular in the Central and West. The North select and find more satisfaction in growing an entirely different variety from the other sections. New varieties are constantly being developed and tested.

PERFECT AND IMPERFECT VARIETIES: Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. Any imperfect variety will be marked "imp."

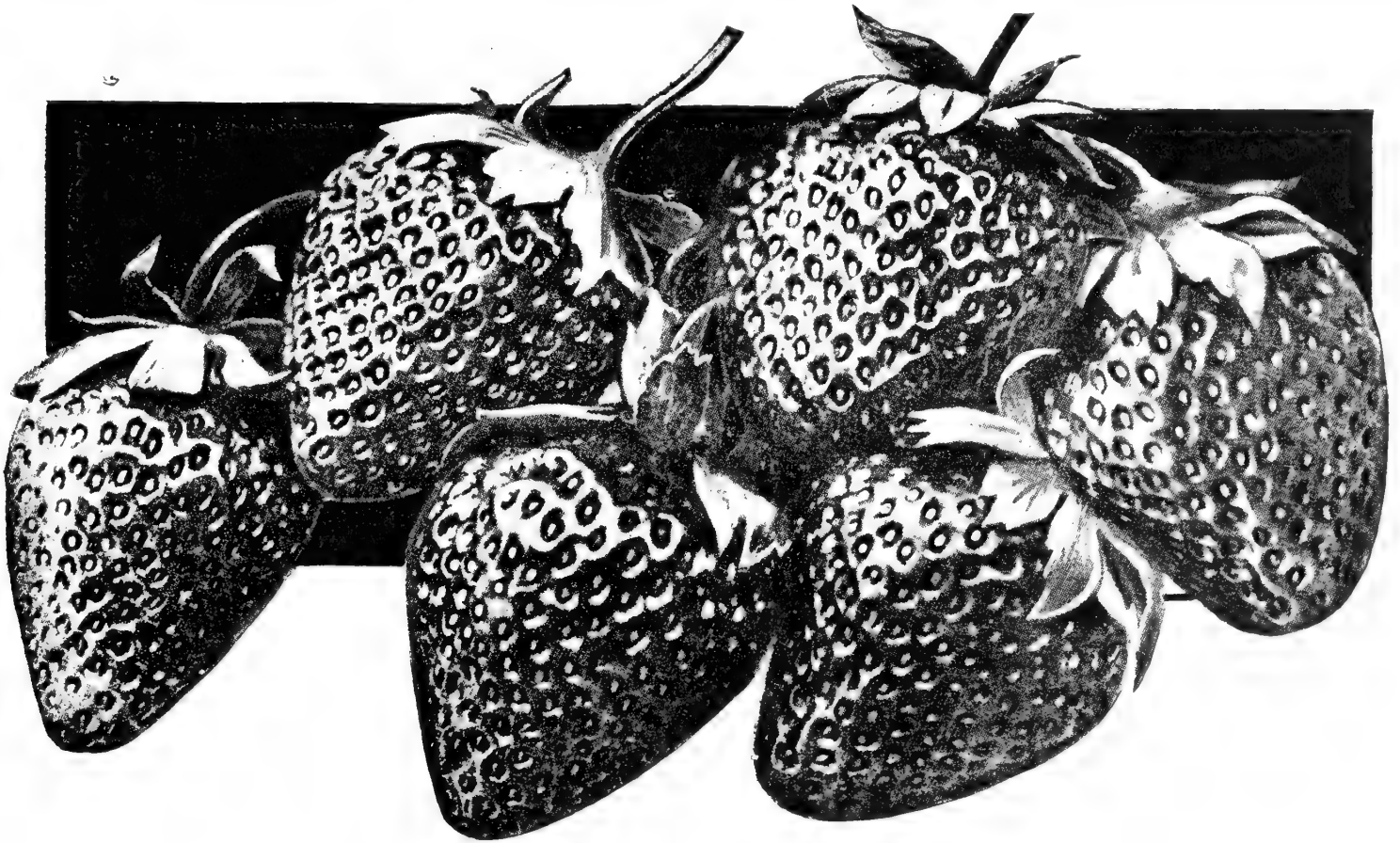
MULCHING: Before severe weather starts the plants should be covered with 1 to 3 inches of good mulching material such as hay, straw or pine needles. As spring growth starts this mulch where too thick should be pulled open and arranged under the plants. Plants for the most part are usually able to push through thinner mulches, unless it packs. This mulch serves to support the fruit and avoids rot and grit, making your berries cleaner and firmer to harvest and the mulch keep the moisture up in dry, windy weather.

MARKETING: The ultimate value of a crop of berries is determined by the selling price. Well grown fruit should receive the greatest care in harvesting, packing and shipping, so that it reaches the consumer in as good condition as possible. There is usually an oversupply of poor fruit, but very rarely is the market glutted with good fruit, well displayed. Intelligent grading pays. A dishonest pack hurts the shipper most. Some form of ventilated crate should be used for best results in transit.

WHAT TO DO WHEN THE PLANTS ARRIVE

Order your plants early, before foliage starts to grow and set plants out upon arrival if possible. If impossible to set upon arrival, place plants in cold storage if available at 32 degrees F until conditions are right for setting. When no cold storage is available, dig a V-shaped trench, open the bundles, spread out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary, several layers of plants can be heeled-in the same place with one or two inches of soil between each layer of plants. Wet the soil and roots of plants thoroughly when heeling-in is done.

EARLY VARIETIES



DORSETT

PLANT GROWTH. The Dorsett was introduced several years ago. The plant is a very vigorous grower, producing many runners. In good soil, it has a tendency to become too thick and a matted row is the result. The plants are not as large as the Fairfax. Some growers rate Dorsett as one of the best.

SIZE AND QUALITY. Under favorable conditions the berries are very large and conic in shape. At the proper picking stage, the berries are medium light in color and retain their lightness even after they begin to get quite ripe. The appearance alone should sell them. Its flavor is mildly sub-acid; under normal conditions it is sweet and very pleasing in flavor but not so rich as Fairfax. However, when the fruit is overripe the flavor does not become so objectionable as in many other varieties. It has proven especially well on heavy soils.

PRODUCTIVENESS. They ripen about the same time as Premier, and are very productive. Some of my customers claim they yield fully as well as the Premier, while others say they do not. With me, experience has proven that they do not produce quite so well as the Premier although the quality of the berries is better throughout the season. Should you be short of pickers or weather conditions prove unfavorable for picking, Dorsett berries will carry over in better condition than the Premier.

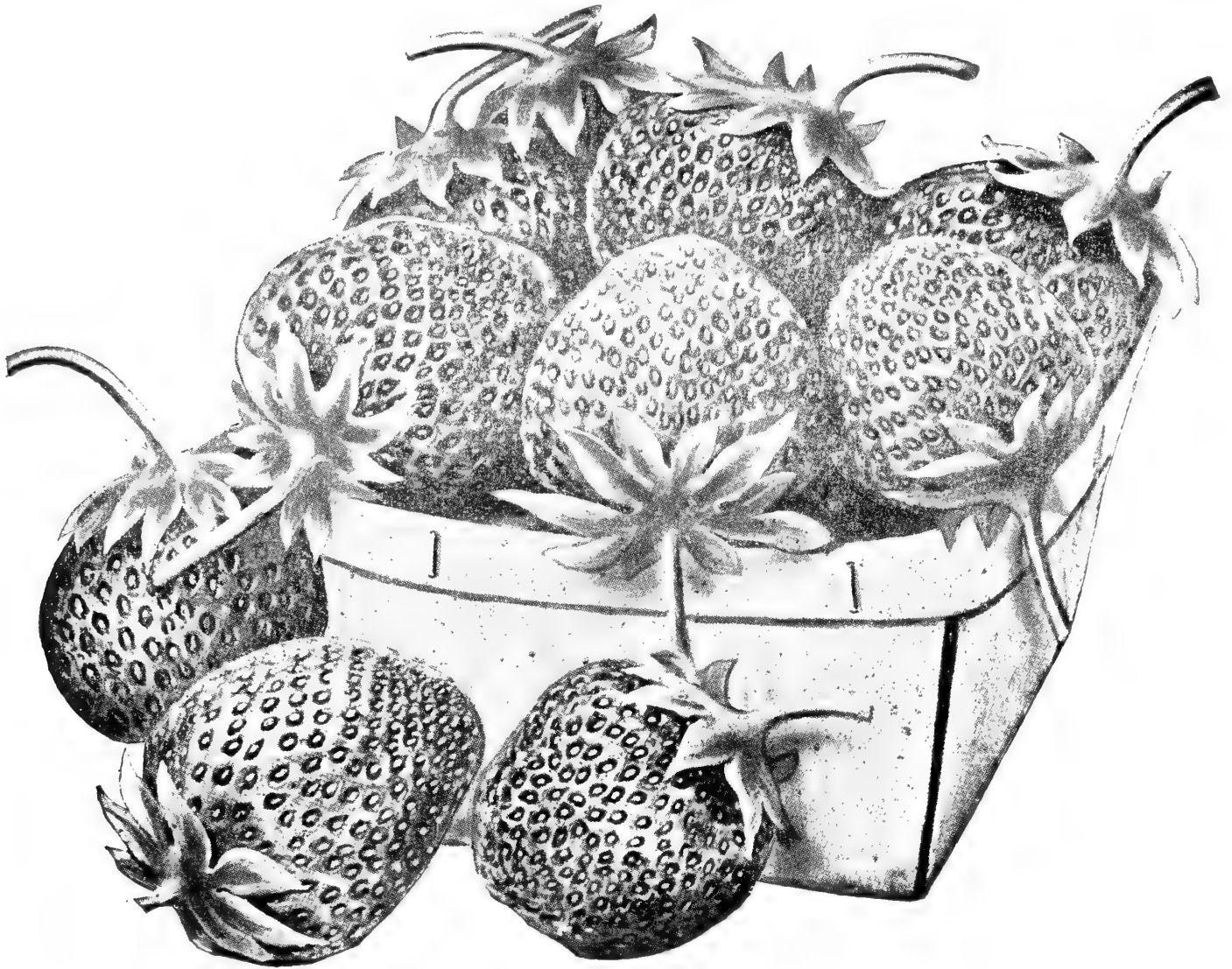
I have a friend whom will want sme berry plants this spring. Will you send your catalog to him?

I had a fine crop last year from your plants. I set 1500 Premier plants and from them I picked 1488 quarts of berries which I think is a very good yield for one year.

Jan. 18, 1947

Harry C. Nicewander

Pulaski Co.; Va.



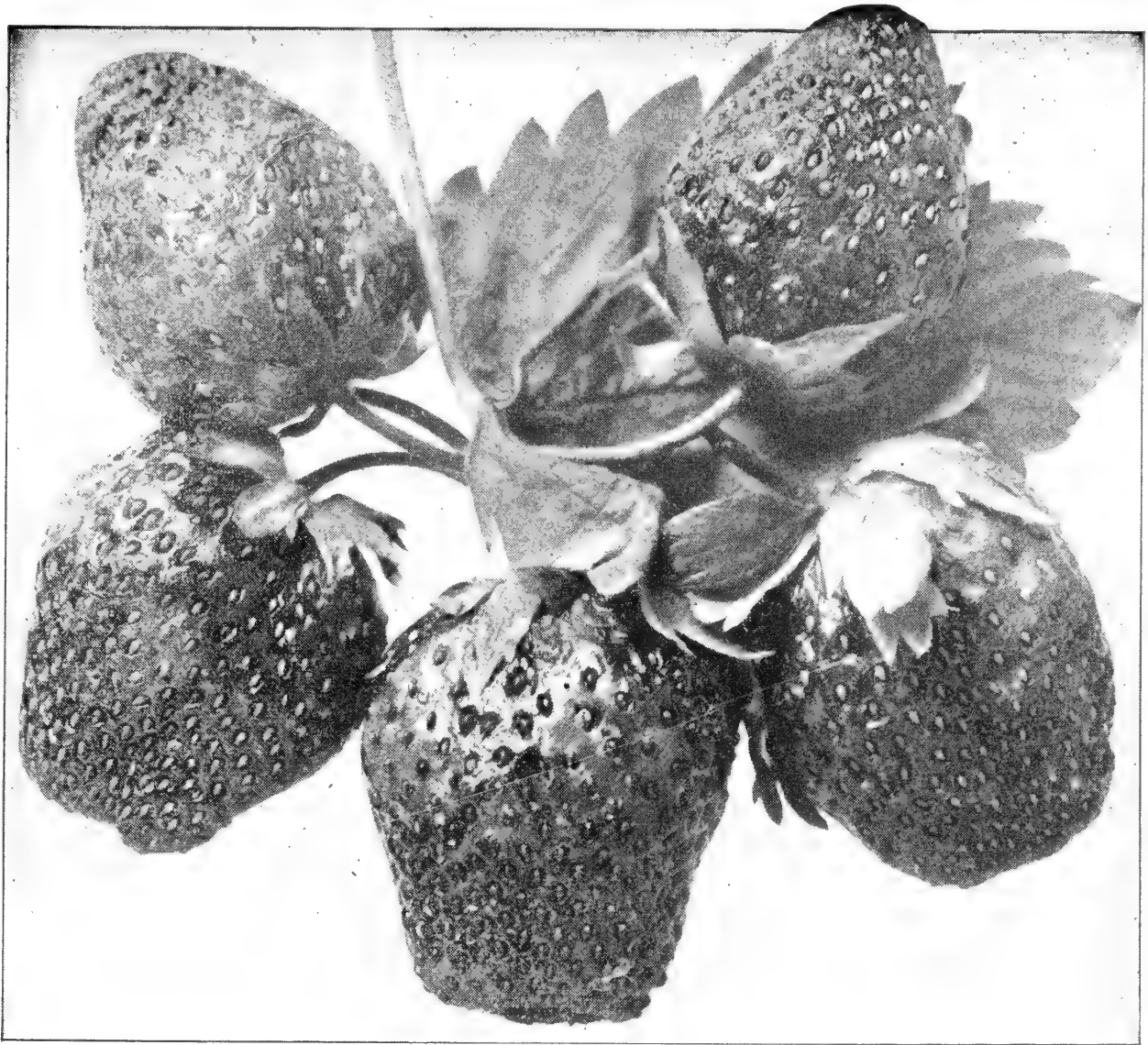
FAIRFAX

PLANT GROWTH. The Fairfax makes a strong robust growth of perfectly healthy plants. The plants are larger and spaced farther apart than the Dorsett. The leaves are large, dark green, and somewhat glossy.

SIZE AND QUALITY. The berries average very large. In size and appearance they resemble the Chesapeake, having prominent yellow seeds, shiny almost polished surface which makes the berries very attractive to buyers and upon reaching the market. Appearance alone will make the Fairfax bring top prices on the market.

The berries are light when they first ripen but become dark when over ripe and are sometimes dark when they reach the market. This does not mean a state of decay for they retain their flavor and remain firm for several days after they turn dark. Buyers have learned that the berries, even though they become dark in color, hold their flavor and firmness. This has given them a high place on the market. From my experience you will not go wrong by trying Fairfax and see how attractive they are. It is a strong competitor for leadership and is gaining in popularity.

PRODUCTIVENESS. The Fairfax will not make as many plants as Dorsett or Premier, but not subject to become too thick for a good crop of fruit. The fruit of Fairfax is larger than Drsett but not produce quite as many berries. The higher price received for berries the past seasons has caused a demand for this variety. It rates as "tops" for the home garden.



PREMIER

(HOWARD 17)

PLANT GROWTH. Premier plants from good stock will make a good fruiting bed of perfectly healthy plants. Premier does well over a large territory, chiefly in the middle and northern states. They are usually called the frost proof berry and for this reason are grown by more commercial growers than any other variety ever introduced.

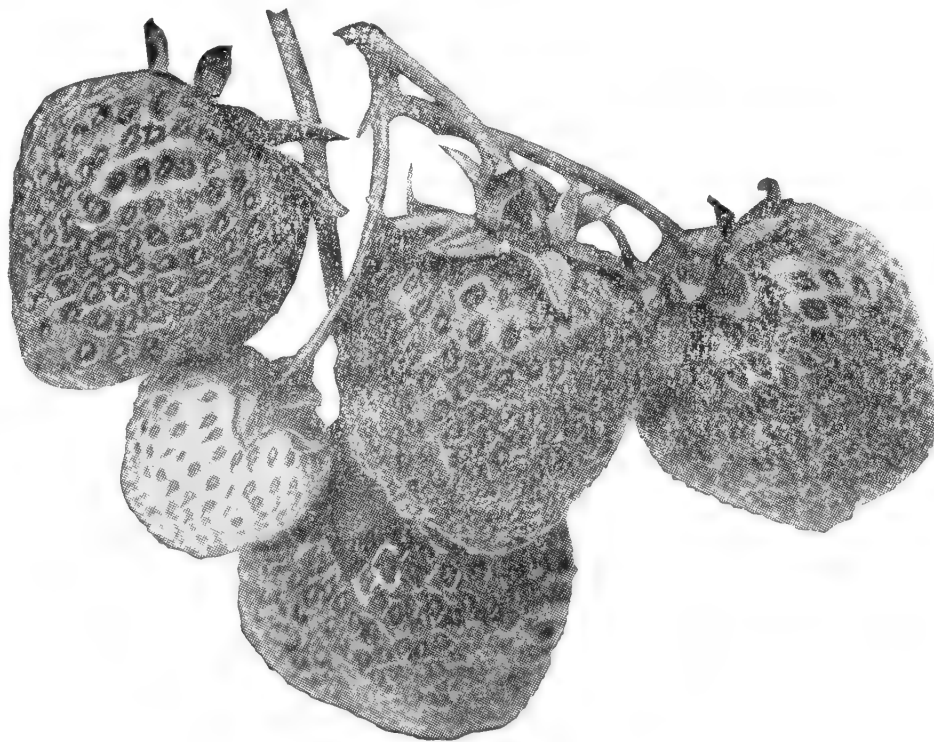
SIZE, QUALITY AND PRODUCTIVENESS. The berries are a medium red in color, have a medium size green cap that will stay green throughout the season under favorable conditions. I still think a quart of Premier berries that have been grown right and picked well has a very handsome appearance and is attractive as any variety in its box. The quality will compare well with most other varieties. It is moderately firm and looks well. Good for local market or long truck shipments but do not advise it for ice shipments.

Received the plants last Tuesday, the 25th of March. Planted them right away. They were very good plants. I have some farmer friends who saw them and like them. They will order when their ground is ready.

March 27, 1947

Norberto Melina

Ocean Co., N. J.



BLAKEMORE

The Blakemore is a U. S. Department of Agriculture cross of Missionary and Premier. This variety is very popular in the area where Klondyke and Missionary are grown.

PLANT GROWTH. Blakemore makes a vigorous growth and should be kept thinned out for best results. The foliage is healthy and stands up very well during the entire fruiting season.

SIZE AND QUALITY. The berries are very firm and will stand long distance shipping in excellent condition. It has become very popular with the Maryland growers because of firmness and keeping qualities if kept on the vine and also after picking. In fact, it will keep well on the vines several days should weather conditions delay the picking. The fruit is very light in color and very attractive.

PRODUCTIVENESS. It is medium in size if the plants are properly spaced, but when allowed to get too thick the berries will run down fast. In planting Blakemore be sure to have them properly spaced to about 6 plants to the square foot. The fresh fruit is rather tart but is a favorite with the "cold pack" men and is one of the best berries for canning.

FAIRMORE

A cross of the Fairfax and the Blakemore and noted for its high quality, and its firmness in shipping.

The plant growth is very vigorous, making larger, but fewer plants than the Blakemore does in this section. The leaves are very large, dark and glossy green. The fruit is very firm and more uniform in shape than the Fairfax. It ripens about the same time as the Blakemore. It is recommended for North Carolina and the Southern States.

MIDLAND

Midland, a U. S. Department of Agriculture cross of Premier and Redheart. Has been tested for several years and looks well worth a trial. Midland makes plenty of large vigorous and healthy plants, very productive. The berries are large and firm, fine flavor and quality. The color is a deep red with a shine. Don't fail to try this variety.

TEMPLE

The Temple is a cross between Aberdeen and Fairfax—made by Dr. Geo. M. Darrow with the purpose of obtaining a new strawberry variety with resistance to red-stele disease. Temple is very vigorous, making a dense bed of unusually tall plants. It is quite productive and nearly as early as the Blakemore, yet not so firm or so acid, but nearly as bright colored. The dessert quality is good. Thus far shipping tests have shown this berry well suited to long-distance shipping. The berries are large, conic, smooth, uniform, and have large, attractive caps. Although the Temple may be adapted over a wide area, it is being introduced mainly for those growers having low dark land. It is not a high land berry. Would suggest you try it.



Missionary is the old reliable early variety for the South.

MISSIONARY. The leading berry in the Southern States. Will do well on almost all soils but will do better than most varieties on light soil.

The berries are medium in size, dark red in color, with a tart flavor and attractive in appearance. It is a good shipper and has for a long time been a favorite with the "juice men." The Blakemore is more popular in this section, but in some parts of the South Missionary still holds the supreme place.

I have a fine lot of Missionary plants. Give them a trial this season.



BIG JOE

PLANT GROWTH. The plant is a vigorous grower, very healthy and medium productive.

SIZE AND QUALITY. The berries are large in size and have a large, bright green cap which increases their attractiveness. They are, also, very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside market, or, in fact, anyone who can get a premium for large, handsome, high quality fruit should include Big Joe in their plantings.

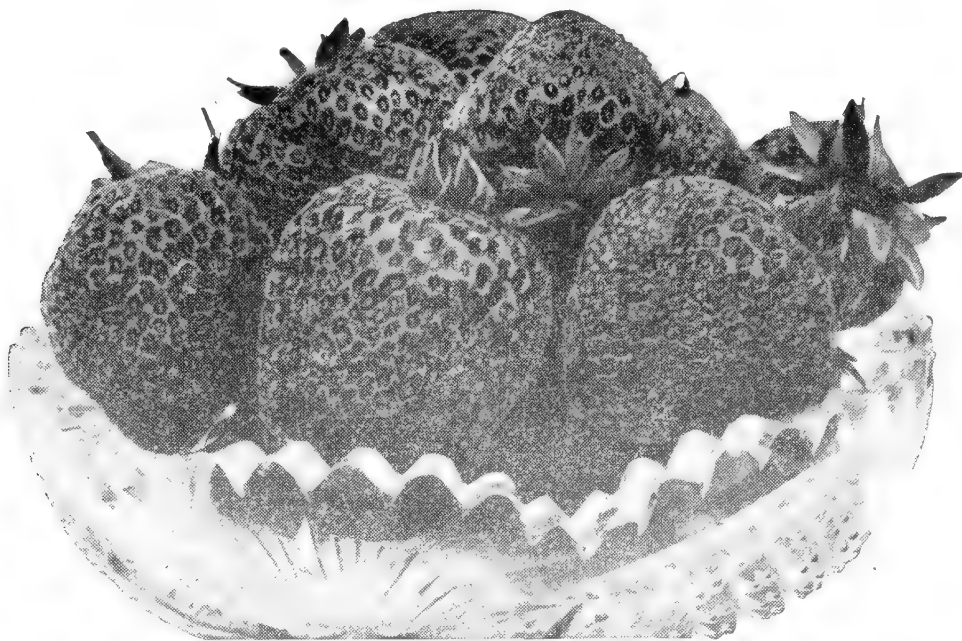
PRODUCTIVENESS. No midseason that I have ever grown comes as near to being a worthy runner for Premier as does Big Joe. This variety does well on nearly all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local or nearby markets where the shipping distance is not so great, Big Joe is one of the best money-makers we have. Locally, it comes in with fine, handsome berries just as many of the early varieties are beginning to run down, and brings a premium of a dollar or two per crate over anything then being offered.

Enclosed find order for plants and a check for the amount. Wish to try the Midland and Bellmar. The Temple which I purchased last year arrived in good shape and have grown fine.

Feb. 18, 1947

Joseph Hejduk

Lake Co., Ohio



CATSKILL

PLANT GROWTH. It is a cross of the Marshall and Premier. It grows unusually vigorous and sets numerous blooms on heavy thick stems. Catskill plants are very conspicuous, due to its large foliage and healthy appearance.

SIZE AND QUALITY. The berries are very large and uneven in shape but uniform in size, light in color, with a very bright green cap. Thus the appearance will make them attractive on the market. It starts ripening about the time of Big Joe and continues to bear large size berries as long as some of the later varieties.

PRODUCTIVENESS. From my experience and talk with growers, it is one of the most productive mid-season varieties ever introduced, equal to Premier under favorable conditions. My customers are using this variety as a late berry as well as mid-season, due to its bearing nice berries as late as some of the late varieties.

ABERDEEN

The Aberdeen is a comparatively new variety becoming very popular in eastern Pennsylvania and New Jersey, and justly so, for it has much to recommend it. The plants show unusual thriftiness, making an abundance of new sprouts, and we recommend planting Aberdeen 24 inches apart in the rows. The Aberdeen is unusually productive, equalling or surpassing the Premier. The berries will average larger than Premier, being somewhat pointed in shape, and most every berry is perfect in shape. Its ripening period extends from two to three weeks.

FULL-OF-LIFE PLANTS

Our strawberry plants are taken from young beds, fresh dug before shipment, plants are well rooted and not dug from old or run down beds. These plants are from beds that have never borne a crop (excepting fall bearing varieties) and will bring the best results. They are carefully packed in damp moss in well ventilated containers and will reach you in good condition. Read the letters from our customers who have used our plants.

ROBINSON

The Robinson is a variety found in Michigan and supposed to be a good shipper for the Northern sections. It is a cross between the Premier and Washington varieties. The plants make a good wide bed of healthy plants that will grow on most types of soil. The big round blunt-pointed berries are borne on large, thick fruit stems, that are well protected with heavy foliage. The berries have a tangy sweet flavor, solid red all the way through. Would advise you to plant some for trial.

BELLMAR. A cross of Premier and Missionary. The plants are quite productive. The berries are bright red with a green cap, conical in shape and very attractive. For those not satisfied with Dorsett and Fairfax or Premier will advise giving Bellmar a trial. I have some nice plants for those who like it or who want to give it a trial.

DUNLAP. It is gradually being replaced by Premier because Premier berries are earlier, larger, better quality, and more handsome in appearance. Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good in quality.

KLONDYKE. The old standby for shipping to distant markets, adapted to southern planting, berries medium to large, attractive red, flesh very firm and red to the core. Medium in quality, good plant maker, and yields good crops. Commands top prices on the markets.

NORTHSTAR. A new variety released by the U. S. Experiment Station. It is a cross of the Premier and Red Heart. The berries are firm enough for shipping with a tart pleasing flavor and rich red color. The plant leaves are above the average in size thus protecting the blossoms and berries from frost. For this reason it is frost resistant. The Northstar produces only a moderate number of plants on good land, therefore it is not advisable to set in poor soil, as only a thin bed of plants will be the result.

PATHFINDER. This variety originated in New Jersey Experiment Station. It is a cross of the Premier and the Aberdeen and the tests made of this variety have proven it very satisfactory. Under normal conditions, it ripens about 3 days later than Premier and is very productive over a long season.

The foliage is a dark green and will make a well spaced, matted row of medium large plants.

The blossom is perfect, the berries are conic in shape, bright red in color. The size of berries will run as an average, large, with a subacid flavor of good quality. I have a limited supply of these plants and would suggest that you order early for this variety.

Last year I sent for 500 Dresden strawberry plants and they were so long in transit, they looked like they were dead when I received them. I planted them and wrote to you about them. You sent me 500 more free and I appreciated it very much.

The first plants that came, even tho' they looked dead upon arrival, all grew and they are a nice lot of plants, so I am sending you a check for the 500 which you sent free. Thank you!

March 4, 1947

James Dunham

Dakota Co., Minn.

Please ship the Gem plants on April 7th as they have a long distance to come and if they are shipped the first of the week, they will not be held up in transit over the week end. The last lot of plants did remarkably well. It was the best strain of this variety that I had ever set. Please ship by express.

Feb. 3, 1947

Ralph A. Dodge

York Co., Maine

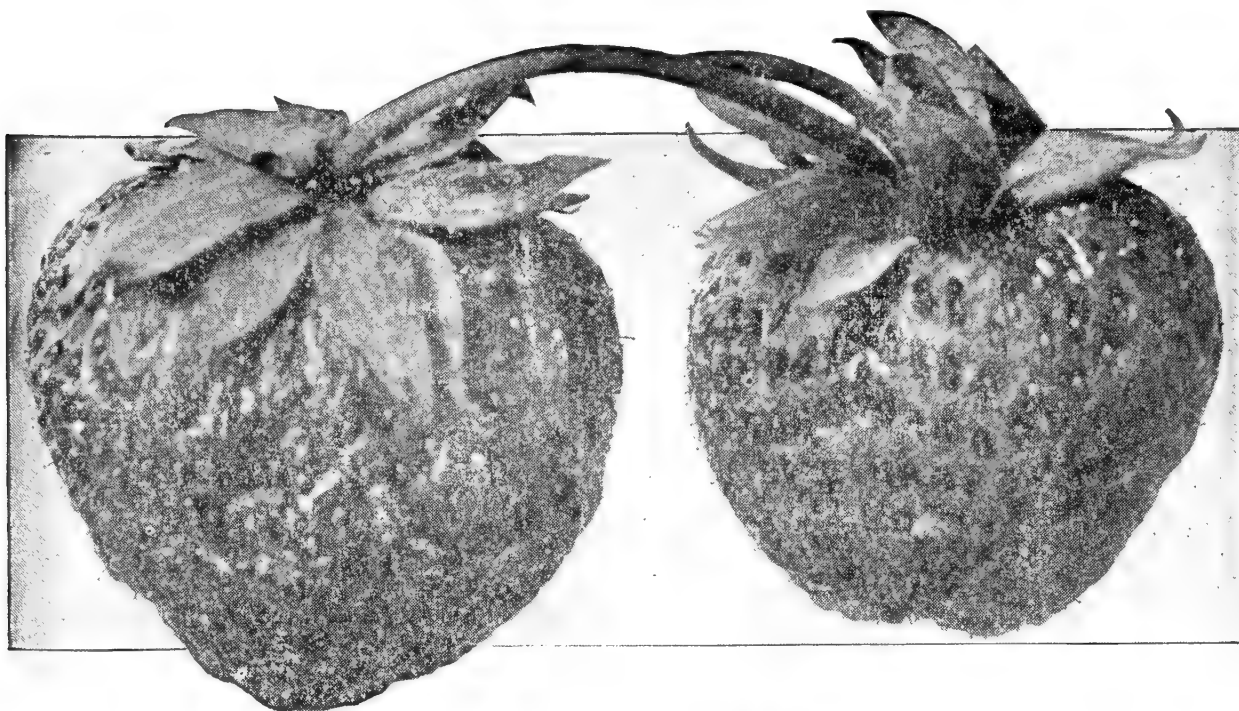


CHESAPEAKE

Chesapeake is the aristocrat of strawberries when given good care and planted on good soil. It will not stand abuse, seeming to do best in dark, loamy soil and heavier soils where there is plenty of moisture. It will thrive on well filled new land. Given these conditions, you will find it the most profitable berry to grow. Like the Premier, it is about frost-proof and bears abundantly, the plants having large, healthy foliage. These points of merit enable it to command the highest price possible for berries. The berry is very firm, so you can ship it to distant markets. You will always be able to command the top of the market with well grown Chesapeake berries.

LUPTON

The fruit is very firm and extremely handsome, in fact, I do not know of any kind in existence today that shows up to better advantage when crated, and it is as productive as any kind we have ever grown that was a real fancy berry. It is a perfect flowering kind and is suitable for pollenization purposes if needed, ripening in midseason. It is not a rampant plant maker, but has never failed to make a good bed for us and the plants are heavily rooted and full of vigor. I say again, if you want a strictly fancy berry, plant Lupton, but we do not advise that it be planted on any but a good, rich soil. I have an unusually fine stock of plants for this year and feel sure that those who plant these will pick a heavy crop of berries in 1947. In this immediate vicinity it has partly supplanted the long time popular Big Joe, chiefly because it suffers less frost damage.



AROMA

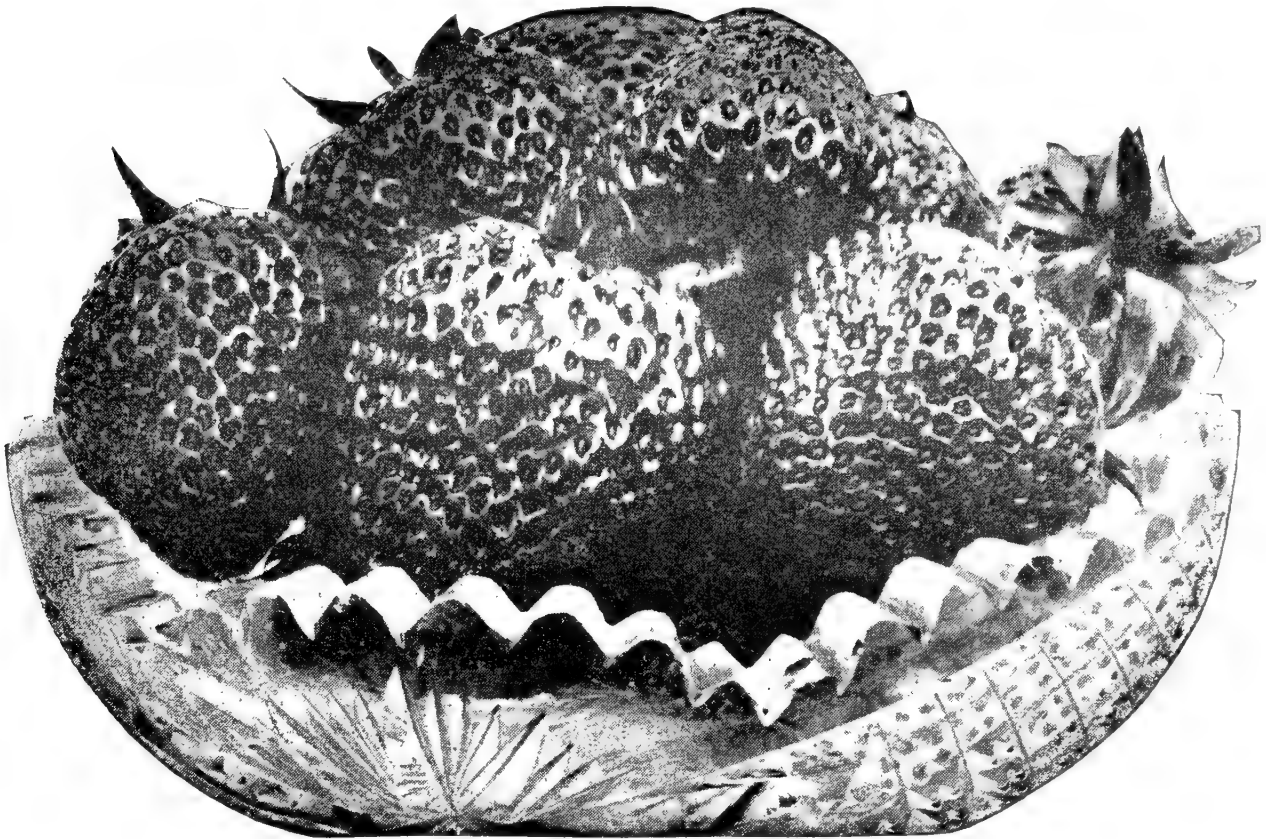
The best thing in Aroma's favor is its selling qualities. On all the Middle West markets Aroma is always quoted higher than average varieties, which in a season of over-production means a lot. My own experience leads me to recommend it as a good pollenizer, though it has not usually been recommended for this purpose. I have found it better than Chesapeake, for it is much more vigorous in growth. Certainly no grower can make a mistake in planting Aroma as it is a real money-maker in many sections.

GANDY. One of the old favorite late varieties and still considered by some growers in central states. The only trouble it can not be depended on in a very dry season, for it must have a moist, springy soil. For best results, plant in a very rich soil. The berries are medium in size, firm, and slightly acid in flavor.

WILLIAM BELT. This variety is the standard of excellence for quality. Berries average large in size, being somewhat irregular in shape, having an attractive cap, and the berries themselves are a bright glossy red, which makes them very handsome. On any market where quality and appearance predominate among the buyers the William Belt will prove a good money-maker for the grower. It does best in the middle and northern states. It can be depended on for plant growth and productiveness. I recommend it to lengthen the Chesapeake season with a high quality berry.

RED STAR. A very late variety, which is growing in popularity in the North and West to Missouri. It is several days later than Gandy. The plants are large and vigorous, easily grown in dark loamy soil.

The berries are bright in color, do not turn dark, very firm glossy skin, tough enough to be called a good shipper. The raised yellow seeds combined with the bright green cap makes the Red Star a very attractive berry. Because of its flavor and tartness, its dessert quality being excellent, its shape retained perfectly when preserved or canned, it is recommended highly as a commercial, and especially as a home garden berry.



Fairpeake is a new variety we recommend for trial.

FAIRPEAKE

A U. S. Department of Agriculture cross of Fairfax and Chesapeake. It is a better plant maker than the Chesapeake. I have fruited this variety in several small plots.

The size and firmness of berries equal the Chesapeake. The quality of berries are as good as the Fairfax. You will not go wrong in trying a few of these plants.

GIBSON (PARSONS' BEAUTY)

GIBSON (Parsons' Beauty). Plants very productive, berries very good in quality and excellent for canning. I do not recommend it, however, except for a moist, swampy soil of fair fertility; but when given that, it is one of the greatest berries ever grown, provided the season is not too wet at picking time. If there is much rain when they are ripening they are sure to rot badly.

AMBROSIA

Ambrosia is a very late berry. The berries are large, firm and very attractive but does not seem to be a heavy producer here.

MASSEY

A late shipping variety that makes plenty of plants. They are large with a bright red color and a very green cap, more of a southern berry. Well worth your trying.

Ship this order as soon as possible. Received the 1,000 Red Star and was very well pleased with them.

May 1, 1947

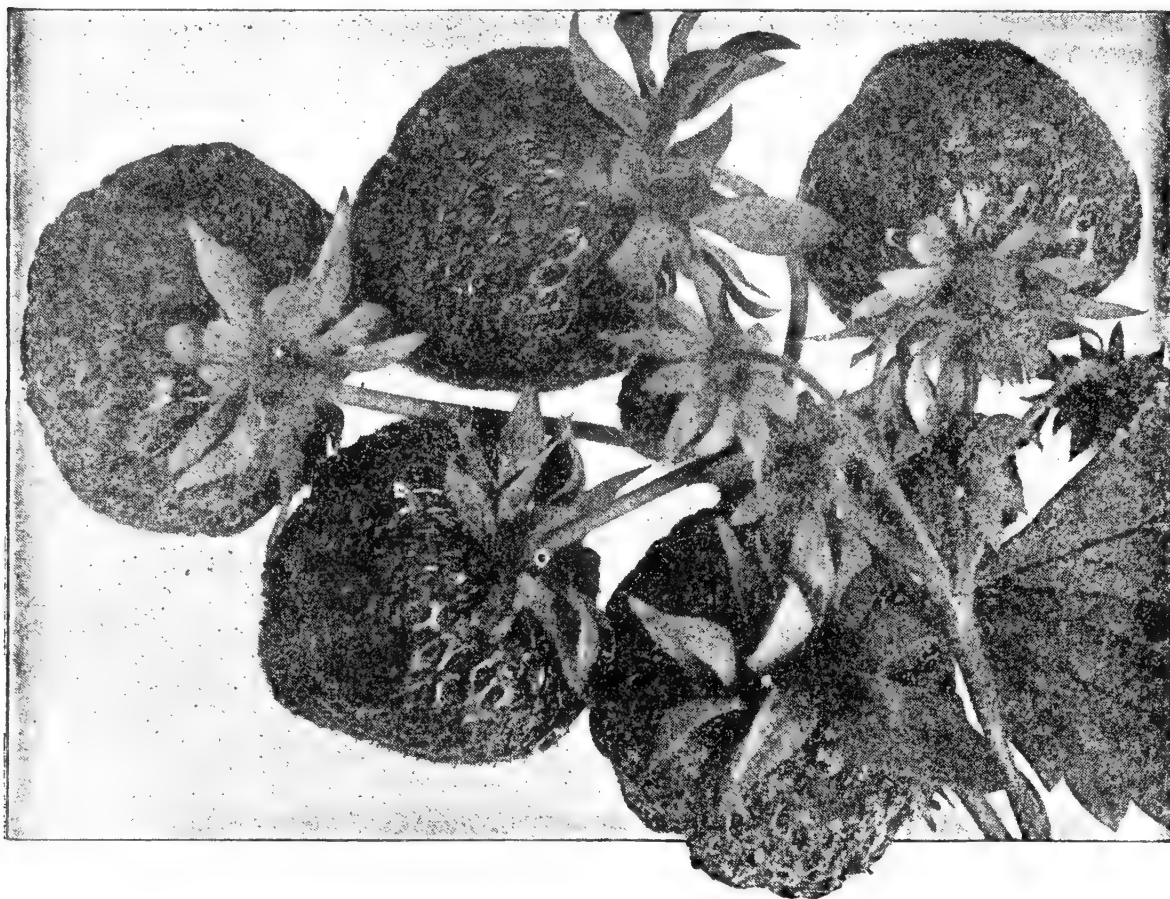
D. C. Bishop

Luzerne Co., Pa.

EVERBEARING VARIETIES

GROW EVERBEARING STRAWBERRIES

Be sure to include some of the Everbearers in your order. You can have berries for your own use all summer and sell your neighbors enough to pay all costs of growing them. There is a good local demand for these berries.



MASTODON

THE KING OF THE EVERBEARERS

If planted in good land under favorable conditions, they will make a good bed of plants, but under reverse conditions, they are inclined to stool up. The plants are large, the foliage having a dark green glossy color. The berries are of good size, rich red in color and are firm enough to ship to moderate distance. Every gardener or farmer should have a plot of Mastodon or Gem plants or both for Fall berries.

GEM

From our experience, this variety is equal to any Everbearer and really has surpassed all, even the Mastodon over a test of several years.

GROWTH OF PLANTS. Under most conditions, Gem will make a good bed of plants. The plants are very prolific. We have seen the runner plants put out blossoms before they had taken root. The berries are medium to large in size, a bright red color and a very good flavor.

A Few Testimonials From Our Satisfied Customers

You will find our check for enclosed order. Please notice we listed 500 Premier plants for a neighbor. Will you place them in package or inside of crate, so we can identify them without any trouble? Your plants did fine last season.

Feb. 8, 1947

C. P. & H. P. Hood

Harrison Co., W. Va.

You will find money enclosed with order. I received your reply to my letter shortly after writing. I appreciate such service.

Feb. 26, 1947

Mrs. L. Pellens

Burlington Co., N. J.

We have found that strawberry plants from your firm are the most satisfactory we have ever purchased. Please mail your latest prices and catalog to the writer, and also to our friends who are interested in strawberry plants. Thank you!

Dec. 31, 1947

W. L. Danielson

Richmond Co., N. Y.

I am sending you an order which you may send any time after April 15, and substitute if necessary. Have had your plants before and like them.

April 7, 1947

Elsie A. Moore

Fayette Co., Ohio

Received order April 19. Plants were in good condition. We planted them Monday and Tuesday. Now they have started to send up new laves. Thanks for the careful attention to our order.

April 28, 1947

G. Fred Flinchbaugh, Jr.

York Co., Pa.

The strawberry plants which I received from you arrived in very good condition and we were well pleased with them. Many thanks for extra count.

April 28, 1947

Lee H. Boggs

Plymouth Co., Mass.

Last year I secured some strawberries which were the largest and sweetest I had ever eaten. I asked them where they had obtained the plants and they said from you. So I would appreciate a copy of your catalog. Kindly let me know the best time to plant strawberry plants. I assume it is in early spring.

June 17, 1947

A. L. Geist

New Castle Co., Del.

The order of strawberry plants were received last Saturday. Glad you sent the card to notify us of the shipment, otherwise they would have stayed in the Post Office over the week end. The plants were in good condition. Thanking you very much.

May 1, 1947

Kenneth H. Smiley

Monroe Co., Pa.

When to Order and How to Ship

ORDER as soon as you have decided what varieties and how many you want. Write plainly so that I can get your name and address correctly for prompt acknowledgment or order and delivery of plants.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great. Express rates are still nominal.

PARCEL POST is generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Allen, Maryland, use distances given herewith or ask your postmaster.

With zone rate given here you can easily calculate the amount of postage to send. Be sure to send postage enough as any excess will be returned. If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by express collect, or by parcel post, C. O. D., for the amount of postage due, as I cannot keep accounts and send bills for small items of postage.

We advise having plants sent by Parcel Post whenever it is possible.

Last year plants were held up several days in transit by Express. War materials were given a ppriority over other shipments by Railway. A few of our Express orders were held up too long in transit somewhere and were received in bad condition. Parcel Post, sometimes higher, delivered the orders promptly and satisfactory.

PARCEL POST CHARGES

	25 Plants	50 Plants	100 Plants	300 Plants	500 Plants	1000 Plants
1st & 2nd zones, up to 150 miles	.10c	12c	14c	\$.23	\$.32	\$.52
3rd zone, 150 to 300 miles.....	12c	15c	20c	.36	.51	.91
4th zone, 300 to 600 miles.....	14c	21c	31c	.60	.89	1.55
5th zone, 600 to 1,000 miles ...	18c	27c	40c	.87	1.62	2.90
6th zone, 1,000 to 1,400 miles...	21c	33c	50c	1.14	2.05	3.65
7th zone, 1,400 to 1,800 miles...	24c	41c	62c	1.42	2.05	3.65

Instructions To Purchasers

TERMS. Cash with order. Remit by Money Order, Bank Draft, Cash in Registered Letter or Personal Check.

PACKING. No extra charge made for packing at these prices.

TIME OF SHIPMENT. I ship plants from November 1st to May 1st.

LATE SHIPMENTS. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchaser's risk.

TAKE YOUR CHOICE

Send 50c for 1 year (12
Big Issues, average way
over 100 pages).

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MONTHS
50¢

60
MONTHS
\$2

BIGGEST BARGAIN
Send only \$2 for 5
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You get an extra year's
subscription.

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FARM JOURNAL AND FARMER'S WIFE is published monthly; big issues; new timely features; fine pictures, beautiful colored covers. Concise, easy to read, 70 years old. Largest mail subscription list in the world,—over 2,650,000 subscribers from Maine to California.

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For folks who live in the Country and love the Country. This fastest printed magazine with month-ahead information gets the important news to you first when valuable and useful.

FARM JOURNAL section: Latest ideas in farm practice, equipment and machinery repairs, "How to Do Things," livestock, dairying, poultry, crops, orchard, garden and everything about the farm. Will keep you up-to-date on changing conditions affecting your farming operations. Latest Washington news so important to farmers.

FARMER'S WIFE section, with its beautiful cover in colors, is a complete magazine for women readers. Homemaking, decorating, renovating, fashions, needlework patterns. Health and beauty, child care. Foods, canning, recipes. Farm Women's letters. Clean, interesting fiction.

DEPARTMENTS FOR GIRLS AND BOYS: Latest 4-H Club and FFA news, answers to young folks' problems, grooming, etiquette, parties, games, movies, sports, aviation, hobbies, money-making ideas, jokes, cartoons.

**DON'T FAIL TO READ "LATE AND IMPORTANT LETTER" EVERY
ISSUE: PREDICTS FUTURE TRENDS IN BUSINESS OF FARMING**

Mail this Coupon today with remittance
(at our risk), direct to Farm Journal and
Farmer's Wife, Dept. C., Philadelphia 5, Pa.

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12 MONTHS 50¢ or 60 MONTHS \$2

YOU will wonder how these two great up-to-the-minute illustrated magazines, *Farm Journal* and *The Farmer's Wife*, now printed together, can cost so little. It's for all—men, women, boys and girls,—clean and wholesome, no liquor advertisements. You will be delighted with each month's visit.

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R. F. D. Box or Street

City State Zip

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State

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ALLENWicomico CountyMARYLAND

Send to _____ R. F. D. _____

Post Office _____ Box _____

Ship by Parcel Post ().
Ship by Express (). Shipping Station _____

County or Street _____ State _____

Date of this order _____ 194__ Ship about _____ 194__

Amt. Enclosed: Check \$_____ Money Order \$_____ Stamps \$_____ Cash \$_____

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent. Make all letters short and to the point.

Quantity	Variety of Stock Wanted	Price	

NOTE—Early in the season I usually have in stock everything listed in this catalog but late in the season I frequently run short of some of the varieties, therefore when you order late please state whether I shall substitute another variety equally as good and as near like the variety ordered as possible or return your money for any stock I may be out of. Answer: Substitute Return Money.

PRICE LIST

of

STRAWBERRY PLANTS

Large commercial growers: Write for our quantity prices, stating variety and quantity desired.

Wholesale trade: We will quote you our best prices upon request.

By Express, Receiver to Pay Charges

Early Varieties	25	50	100	250	500	750	1000
Bellmar	\$.90	1.50	2.40	4.80	7.50	9.90	12.00
Blakemore75	1.25	2.00	4.00	6.25	8.25	10.00
Dorsett	1.00	1.70	2.70	5.40	8.45	11.15	13.50
Senator Dunlap90	1.50	2.40	4.80	7.50	9.90	12.00
Fairfax	1.10	1.80	2.90	5.80	9.05	11.95	14.50
Fairmore90	1.50	2.40	4.80	7.50	9.90	12.00
Klondyke75	1.25	2.00	4.00	6.25	8.25	10.00
Midland	1.15	1.90	3.00	6.00	9.40	12.40	15.00
Missionary75	1.25	2.00	4.00	6.25	8.25	10.00
North Star	1.05	1.75	2.80	5.60	8.75	11.55	14.00
Premier95	1.60	2.60	5.20	8.15	10.75	13.00
Robinson	1.15	1.90	3.00	6.00	9.40	12.40	15.00
Temple	1.00	1.70	2.70	5.40	8.45	11.15	13.50

Midseason Varieties

Aberdeen	1.00	1.70	2.70	5.40	8.45	11.15	13.50
Big Joe	1.00	1.70	2.70	5.40	8.45	11.15	13.50
Catskill	1.10	1.80	2.90	5.80	9.05	11.95	14.50
Pathfinder	1.05	1.75	2.80	5.60	8.75	11.55	14.00
Massey90	1.50	2.40	4.80	7.50	9.90	12.00

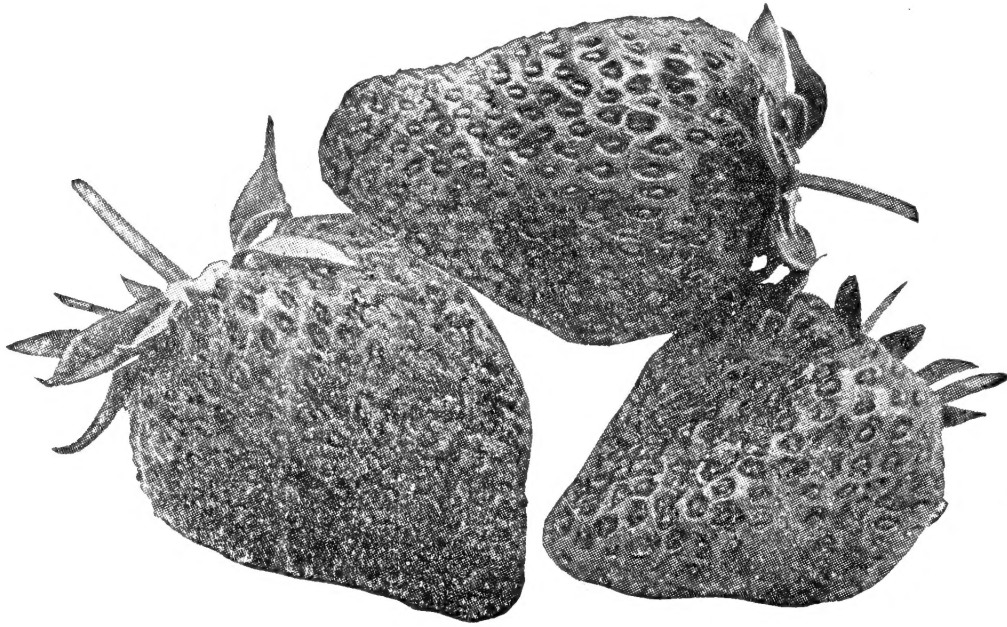
Late Varieties

Aroma	1.00	1.70	2.70	5.40	8.45	11.15	13.50
Ambrosia	1.00	1.70	2.70	5.40	8.45	11.15	13.50
Chesapeake	1.15	1.90	3.00	6.00	9.40	12.40	15.00
Fairpeake	1.15	1.90	3.00	6.00	9.40	12.40	15.00
Gandy90	1.50	2.40	4.80	7.50	9.90	12.00
Gibson90	1.50	2.40	4.80	7.50	9.90	12.00
Lupton	1.00	1.70	2.70	5.40	8.45	11.15	13.50
Red Star	1.15	1.90	3.00	6.00	9.40	12.40	15.00
Wm. Belt	1.00	1.70	2.70	5.40	8.45	11.15	13.50

Everbearing Varieties

Gem	1.90	3.15	5.00	10.00	15.65	20.65	25.00
Mastodon	1.90	3.15	5.00	10.00	15.65	20.65	25.00

If interested in purchasing larger quantities than we have listed, we will be glad to quote you our best prices on any variety that we can furnish.



This shows what the Temple looks like

Our 1948 Special Offers

Delivered to you prepaid

For \$3.00

25 Premier or Fairfax
25 Robinson or Bellmar
25 Big Joe or Red Star
25 Gem or Mastodon

For \$3.00

25 Dorsett or Midland
25 Big Joe or Catskill
25 Chesapeake or Fairpeake
25 Gem or Mastodon

For \$7.00

100 Fairfax, Bellmar or Premier
100 Catskill or Big Joe
100 Chesapeake or Fairpeake
100 Mastodon or Gem

J. H. SHIVERS PLANT FARMS

ALLEN

Wicomico County

MARYLAND